

ABSTRACT OF THE DISCLOSURE

An interactive television channel is described which includes a programming center, a master control center, a distribution center such as a satellite broadcast center or cable head end, a customer site, and a commerce server. A broadcast signal is received via a "set-top box" such as a cable connection or a DBS integrated receiver-decoder at the customer site, which supplies video and audio signals to a conventional television receiver. When a viewer tunes to the interactive music channel, the television receiver screen displays a window in which content, such as a music video, is playing. Also displayed on the screen is a surrounding matte comprising a high-quality professionally produced graphic identifying the channel. In addition, the screen displays one or more "sensitive" areas to which the viewer may direct a cursor using a remote control. By directing the cursor to a sensitive area, the area becomes highlighted. By pressing the SELECT button on the TV remote when a sensitive area is highlighted, the viewer can activate additional screen displays providing related features, such as music news, or menus allowing the viewer to immediately purchase products such as CD's, cassette tapes, etc. If the viewer follows the menu to execute a purchase, the requested purchase transaction is supplied via a backchannel (such as a telephone line) to a commerce server which charges the viewer's credit card and enters an order for the selected product to be shipped to the viewer.